

PSYC 490: APPLIED SOCIAL PSYCHOLOGY

University of Wisconsin-Stevens Point

Spring Semester 2024

PROFESSOR INFORMATION

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Hours: MW 10-11:30am or
by appointment

COURSE INFORMATION

Section/Credits: 2/3
Meetings/Location: Asynchronous Online
Prerequisites: PSYC 110, 200, 300
(or SOC 351), & 22
PSYC credits

COURSE DESCRIPTION

This course provides an overview of theory and research in applied social psychology. Whereas social psychology is the systematic study of the causes and effects of social group membership, applied social psychology attempts to use this knowledge to help improve practical problems in the real world. In sum, applied social psychology is the use of social psychological research to design and implement psychological interventions for the betterment of society. This course will begin with an overview of the field of applied social psychology and the process of developing interventions to solve practical problems. It next focuses on research in three major subareas within the field: business (organizations, consumers, and the environment), healthcare (health, exercise/sports, and mental health), and policy (education, criminal justice, and diversity). The focus will be on thinking about how to use theory to solve problems in the world, as well as on examining published intervention studies whenever possible.

LEARNING OUTCOMES

After taking this course, students will be able to...

- Use social psychological concepts and theories to analyze practical problems
- Design social psychological interventions to help address practical problems
- Evaluate the effectiveness of interventions for addressing practical problems

REQUIRED TEXTBOOKS

Buunk, A. P., Dijkstra, P., & Van Vugt, M. (2021). *Applying social psychology: From problems to solutions* (3rd ed.). Sage Publications.

Gruman, J. A., Schneider, F. W., & Coutts, L. (2017). *Applied social psychology: Understanding and addressing social and practical problems* (3rd ed.). Sage Publications.

REQUIRED TECHNOLOGY

This course is administered fully online through the [Canvas website](#). In Canvas, you will review course materials, participate in discussions, and submit assignments. To access Canvas, you will need a web browser or the Canvas Student mobile app for [Apple iOS](#) or [Google Android](#) devices. All options require your UWSP login and password. For Canvas operating system and browser requirements, [please review this website](#). If you would like to learn more about how to use Canvas features (such as quizzes), [please see this website](#). If you need technical support, contact Canvas Support directly by clicking on the Help button in Canvas.

COURSE CALENDAR

Section	Module	Readings	Assignments	Due
<i>Overview</i>	Introduction	Gruman 1 & Buunk 1	Discussion 1	M 1/29
	Theory and Methods	Gruman 2 & 3	Discussion 2	M 2/5
	Interventions	Gruman 4 & Buunk 2	Discussion 3	M 2/12
	Focus Week 1	None	Topic Summary	M 2/19
<i>Business</i>	Organizations	Gruman 10 & Buunk 3	Discussion 4	M 2/26
	Consumer Behavior	Steg 5	Discussion 5	M 3/4
	Sustainability	Gruman 13 & Buunk 4	Discussion 6	M 3/11
	Focus Week 2	None	Midterm Exam & Introduction Draft	M 3/25
<i>Healthcare</i>	Health	Gruman 8 & Buunk 5	Discussion 7	M 4/1
	Sports	Gruman 6	Discussion 8	M 4/8
	Mental Health	Gruman 5 & Buunk 6	Discussion 9	M 4/15
	Focus Week 3	None	Method & Results Draft	M 4/22
<i>Policy</i>	Education	Gruman 9 & 16	Discussion 10	M 4/29
	Criminal Justice	Gruman 11	Discussion 11	M 5/6
	Diversity	Gruman 14	Discussion 12	M 5/13
	Final Exam Week	None	Final Exam & Final Proposal	*F 5/17*

The first two week's readings are found on Canvas to give you time to get your textbooks. The Gruman and Steg readings are in your books; the Steg reading is on Canvas. Assignments are due by the posted deadlines (Mondays at 11:59pm). There is a 24-hour grace period after due dates, which means late submissions in this window will be accepted without penalty. This calendar is subject to revision. Any changes will be announced on Canvas or via email.

GRADED ASSIGNMENTS

Online Discussion

There will be 12 graded discussion forums in this course. For each forum, you will be required to post twice—once with your response to the discussion prompt, and a second time in response to another student’s response (by Mondays at 11:59pm). You are welcome to post more than twice, but there is no extra credit for doing so. You will receive an overall score for your first two posts in a week. Although you are only required to post in 10 forums, you are encouraged to post in all 12 (any higher scores will replace lower scores in other forums). Discussions will be worth 30 points each for a total of 300 points (30% of your final grade).

Intervention Proposal

There will be an intervention proposal project in this course. It will detail a social-psychological intervention to help improve a practical problem in society. Proposals will typically be completed in small groups and will include an introduction, planned method, and expected results section. There will be four interim deadlines and peer evaluations of all group members. Project submissions will be worth a total of 400 points (40% of your final grade).

Essay Exams

This course will include two essay exams. For each exam, you will select four-of-the-six essay questions and type your responses to them on a computer. The questions generally consist of two parts and focus on analysis and/or application of course materials to everyday examples. Exams will be worth 150 points each for a total of 300 points (30% of your final grade).

GRADING SCALE

Components	Points	%
Total for Intervention	400	40
– Introduction Draft	100	10
– Method & Results Draft	100	10
– Final Draft	200	20
Total for Discussion	300	30
– Participation (Best 10 of 12)	300	30
Total for Exams	300	30
– Midterm (Covers Modules 1-6)	150	15
– Final (Covers Modules 7-12)	150	15

Grade	Points	%
A	930-1000	93-100
A-	900-929	90-92
B+	870-899	87-89
B	830-869	83-86
B-	800-829	80-82
C+	770-799	77-79
C	730-769	73-76
C-	700-729	70-72
D+	670-699	67-69
D	600-669	60-66
F	599-000	59-00

COURSE POLICIES

Communication

Our communication in this online course will generally occur through digital methods. If you want to contact me about a private matter (such as your grades), you can send an email. I typically respond to emails within 48 hours (excluding weekends or holidays). You can also visit in-person office hours or make an online appointment. Conversely, if you need to contact me about a public matter (such as asking a question about a paper), you can post in the Questions discussion forum on Canvas (see the Course Overview module). This allows everyone to ask questions, answer questions, and review answers.

Equal Access and Disability Accommodations

If you have a condition that may impact your learning or participation in course activities, contact the Disability Resource Center (DRC). They work with students and instructors to identify appropriate accommodations and services. Since accommodations are rarely applied retroactively, it is critical that students make timely requests. Please check out the [DRC website](#) for more information. If you have questions, please feel free to email (drc@uwsp.edu), call (715-346-3365), or stop by (108 CCC) the DRC for assistance.

Extensions

Extensions will generally only be considered for students who cannot complete assignments on time due to academic, athletic, military, or religious obligations, major illnesses, and comparable reasons. Requests for extensions might require documentation, such as letters from coaches or physicians. In most cases, assignments will need to be completed within one week of the initial deadline to receive credit.

Incompletes

Incomplete grades will only be considered for students in exceptional situations, such as serious medical and emergency situations. They are not for students who feel overwhelmed by routine academic or extracurricular commitments. Requests for incompletes must be accompanied by documentation. In most cases, all coursework must be completed within one regular semester (fall or spring) to avoid receiving an automatic F in the course.

Misconduct

The professor takes academic misconduct (such as cheating and plagiarism) seriously. All work submitted for this course should be generated by the students themselves. No other person, company, or entity should be used to create any substantive portion of course assignments, which includes (but is not limited to) hiring others to compose assignments or using artificial intelligence tools such as ChatGPT. Any such submissions will be considered academic misconduct. The minimum penalty for each instance of misconduct will be a zero for the assignment. Additional penalties under university policy will be considered. Please do not put yourself or others through disciplinary hearings. To read about UWSP's policies, check out the [Dean of Students' website](#).

Netiquette

In an online course, a majority of our communication takes place in the discussion forums. Our primary means of communication here is written. The written language has many advantages: more opportunity for reasoned thought, more ability to go in-depth, and more time to think about an issue before posting a comment. Still, written communication also has some disadvantages, such a lack of face-to-face signaling that occurs via body language, intonation, pausing, facial expressions, and gestures. Accordingly, please be aware of the possibility of miscommunication and compose your comments in a positive, supportive, and constructive manner. You can learn more at [this netiquette website](#).

Safety and Reporting

UW-Stevens Point is committed to the promotion of safe, inclusive, and productive campuses—where people from all backgrounds and perspectives can actively and comfortably contribute to our learning communities. Thus, under federal and state laws, as well as university policies, the professor is required to report acts of an offensive or criminal nature that occur inside or outside of class. This includes acts of sexual harassment and assault, bias and hate crimes, illicit drug use, and violence. Disclosure or description of such incidents, past or current, may be reported to the Dean of Students and local authorities. If you would like to report incidents anonymously, please review the options on the [Dean of Students' website](#).